





Interactive Newspapers '95

The Emerging Role of Newspapers on the Information Superhighway

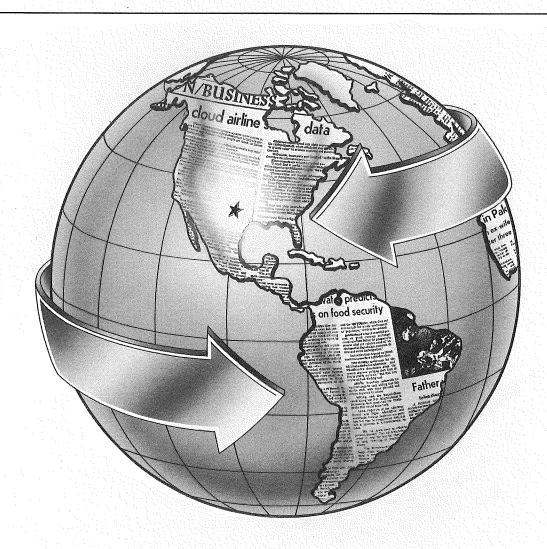












Hyatt Regency at Reunion Center Feb. 5-8, 1995 • Dallas, Texas

The Kelsey Group

Dedicated to excellence in serving information companies by being an integral part of their decision-making process as they explore new media opportunities.

Our success will result in satisfied, well-informed customers who experience increased growth and profitability.

To achieve this, we will offer unique, high-quality, value-added products and services.

Products & Services:

- •Consulting/Research
- Publishing

Implementing Newspaper Voice Services-A Guide to Getting Started Multimedia Newspaper Resource Book

Conferences

New Technologies for Directory Publishers Palmer House, Chicago, Illinois April 3-5, 1995

Media Alliances Conference Hyatt Regency, La Jolla, California Sept. 27-29, 1995

Interactive Newspapers '96

Hyatt Regency, San Francisco, California Feb. 21-24, 1996

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■ ■ Interactive Newspapers '95

WELCOME

Welcome to the Sixth Annual Conference on Newspapers and Telecommunications Opportunities. This year's event is entitled **Interactive Newspapers '95**: *The Emerging Role of Newspapers on the Information Superhighway*. We have done our best to make enhancements based on feedback from previous conferences.

The objective of the next few days is to educate all of us by giving you an opportunity to exchange ideas. Some of the information sharing will be through formal presentations, but much of it will be informally in discussions and meetings.

Please read through this program so you can make the best use of your time. Over 75 industry leaders will address compelling topics that relate to the future of newspapers. Leading technology vendors will demonstrate products and services that are at the center of the interactive newspaper business. Networking opportunities are limitless.

Thank you for joining us!

John F. Kelsey, III President The Kelsey Group Earl J. Wilkinson Executive Director INMA Colin Phillips Co-Publisher Editor & Publisher

PROGRAM CONTENTS

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■ 3 ■ Interactive Newspapers '95

AT-A-GLANCE

For details on any session listed, turn the page.

SUNDAY, FEBRUARY		
General Sessions:	Time:	Location:
Registration Introduction to Interactivity in	8:00 a.m8:00 p.m.	Regency Alcove
Newspapers (Optional Tutorial)	1:00 p.m5:00 p.m.	Reunion D, E, F
Reception	5:00 p.m8:00 p.m.	Colonade Exhibit Hall
Exhibit Hall	5:00 p.m8:00 p.m.	Colonade Exhibit Hall
MONDAY, FEBRUAR	Y 6	
General Sessions:	Time:	Location:
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General Session	ns:	Time		
Registration		7:30	a.m8:30 a.r	n.

Registration	7:50 a.m6:50 a.m.	Regency Alcove
Continental Breakfast	7:30 a.m8:30 a.m.	Colonade Exhibit Hall
Exhibit Hall	7:30 a.m8:30 a.m.	Colonade Exhibit Hall
Welcome, Introduction & Overview	8:30 a.m9:15 a.m.	Reunion Ballroom A-H

Newspapers Now & Tomorrow

— A Keynote Address	9:15 a.m10:00 a.m.	Reumon Damoom A-11
Coffee Break	10:00 a.m10:30 a.m.	Regency Alcove
Opportunities Online	10:30 a.m12:00 p.m.	Reunion Ballroom A-H
	12:00 p.m2:00 p.m.	Colonade Exhibit Hall
Fyhihit Hall	12:00 p.m2:00 p.m.	Colonade Exhibit Hall

Monday's Breakout	: Sessions:	Time:		Locatio	n:
Track 1: New Med	lia Applications	2:00 p.	m3:30 p.m.	Reunio	on G, H
m 1.0 A. T!-I					

Track 2: An Insider's Look at Joining the Interactive World Reunion D. E. F

Johning the interactive world	2.00 P.III. 0.00 P.III.	_, _, _,
Track 3: Newspaper Content		
& Beyond	2:00 p.m3:30 p.m.	Reunion A,B,C
Coffee Break	3:30 p.m4:00 p.m.	Regency Alcove
Track 1: International Interactivity	4:00 p.m5:30 p.m.	Reunion G, H
Track 2: Digital Advertising	4:00 p.m5:30 p.m.	Reunion D, E, F

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Track 3: Database Mark	eting -		
Track J. Database Mark	cuis a la l		
How, Why & What's I	n It for You?	4:00 p.m5:30 p.m.	Reunion A,B,C
110W, Willy & Willacs I	ii it ioi iou.	1.00 p.m. 0.00 p.m.	

General Sessions:	Time:	Location:
Reception And Angelow Colored Annual Annual	5:30 p.m7:30 p.m.	Colonade Exhibit Hall
	5:30 p.m7:30 p.m.	Colonade Exhibit Hall

General Sessions:	Time:	Location:
Registration	7:00 a.m8:00 a.m.	Regency Alcove
Continental Breakfast	7:00 a.m8:00 a.m.	Reunion Concourse
Research Results: The Sixth Annual		
Interactive Newspapers Survey	8:00 a.m8:30 a.m.	Reunion Ballroom A-H
The Editorial Perspective		
— A Keynote Address	8:30 a.m9:15 a.m.	Reunion Ballroom A-H
Main Street U.S.A. Meets		
the InfoBahn	9:15 a.m10:00 a.m.	Reunion Ballroom A-H
Coffee Break	10:00 a.m10:30 a.m.	Regency Alcove
An Interview with Pafet	10:30 a.m12:00 p.m.	Reunion Ballroom A-H
Lunch Break	12:00 p.m2:00 p.m.	Regency Ballroom
Tuesday's Breakout Sessions:	Time:	Location:
Track 1: Digital Delivery	2:00 p.m3:30 p.m.	Reunion G, H
Track 2: New Media Research	2:00 p.m3:30 p.m.	Reunion D, E, F
Track 3: Voice Personals - Are They		
Still the Killer Application?	2:00 p.m3:30 p.m.	Reunion A, B, C
Coffee Break	3:30 p.m4:00 p.m.	Regency Alcove
Track 1: International Interactivity	4:00 p.m5:30 p.m.	Reunion G, H
Track 2: Electronic Classifieds &		
Interactive Newspapers	4:00 p.m5:30 p.m.	Reunion D, E, F
Track 3: News Lines -		
A Look at N11 & Fax	4:00 p.m5:30 p.m.	Reunion A, B, C
■ WEDNESDAY, FEBRU	JARY 8	
General Sessions:	Time:	Location:
Registration	7:30 a.m8:30 a.m.	Regency Alcove
Continental Breakfast	7:30 a.m8:30 a.m.	Reunion Concourse
The Mediamorphosis		
— A Keynote Address	8:30 a.m9:15 a.m.	Reunion Ballroom A-H
Journalists Speak Out—An		
Editorial View of Multimedia	9:15 a.m10:45 a.m.	Reunion Ballroom A-H
Coffee Break	10:45 a.m11:15 a.m.	Regency Alcove
Newspapers 2005	11:15 a.m12:30 p.m.	Reunion Ballroom A-H

DETAILED PROGRAM

as of Jan. 20, 1995

■ SUNDAY, FEBRUARY 5

♦REGISTRATION 8:00-8:00 — Regency Alcove

♦INTRODUCTION TO INTERACTIVITY IN NEWSPAPERS

(An optional tutorial available at extra cost)

1:00-5:00 - Reunion D, E, F

Designed by The Kelsey Group's team of interactive media experts, this session is specifically for those who want to learn the basics of audiotex, online services and other information technologies that will impact newspapers in the future. It is a step-by-step approach to offering electronic services.

Bud Calvert, Vice President & General Manager, Brite Voice Systems

Jim Debth, Vice President & General Manager, Interactive Media, Inc.

Retta Kelley, Executive Director/Newspaper Alliances, Prodigy Services Co.

John F. Kelsey, III, President, The Kelsey Group Stan Linhorst, Director of New Media,

Syracuse Newspapers

Michael Silver, Vice President/Editorial and Development, Tribune Media Services

Karen Stabley, Director of New Electronic Media, The Baltimore Sun

Marsha A. Stoltman, Vice President & General Manager, Interactive Newspapers, Inc.

Simon Whan, Managing Partner, Learning Curve Lou Zimmers, President, Zimmers Voice Publishing Refreshments - Sponsored by Zimmers Voice Publishing

♦RECEPTION

Sponsored by U S WEST Marketing Resources 5:00-8:00 – Colonade Exhibit Hall

♦EXHIBITS 5:00-8:00

■3 ■ MONDAY, FEBRUARY 6

❖REGISTRATION 7:30-8:30 – Regency Alcove

♦ CONTINENTAL BREAKFAST
Sponsored by MarketLink, Inc.
7:30-8:30 — Colonade Exhibit Hall

★EXHIBITS 7:30-8:30 — Colonade Exhibit Hall

♦ WELCOME, INTRODUCTION & CONFERENCE OVERVIEW 8:30-9:15 — Reunion Ballroom A-H

The products that make up interactive newspapers—and the technologies that drive them change constantly. This overview gives this evolving business the context and meaning you need to make smart new media decisions. It will also serve as the foundation for the specific sessions that follow.

John F. Kelsey, Ill, President, The Kelsey Group Marsha A. Stoltman, Vice President & General Manager, Interactive Newspapers, Inc. Colin Phillips, Co-Publisher, Editor & Publisher Earl J. Wilkinson, Executive Director, International Newspaper Marketing Association

♦NEWSPAPERS NOW & TOMORROW - A KEYNOTE ADDRESS

9:15-10:00 - Reunion Ballroom A-H

Newspaper publishers are developing a new model for multimedia services, one that envisions the evolution of these products and services as a natural migration. This address will focus on the ways publishers are enhancing their offerings to meet the challenges of a changing environment.

Uzal Martz, President & Publisher, *Pottsville Republican* and Vice Chairman of the Newspaper Association of America

♦COFFEE BREAK 10:00-10:30 — Regency Alcove

OPPORTUNITIES ONLINE

10:30-12:00 – Reunion Ballroom A-H
Much like politics, the online service content that
matters most to you and me is local. That content—vitally important to the consumer online services and their subscribers—comes from newspapers. This local angle on the online world will
make your readers and advertisers participate.
What should you do to make sure you're positioned
for this inevitable future?

Chip Bayers, Managing Editor, HotWired
Chip Perry, Vice President, New Business
Development, Los Angeles Times
Rosalind Resnick, Editor & Publisher, Interactive
Publishing Alert

Henry Scott, Vice President of New Media/ Products, New York Times Information Services

♦LUNCH

Sponsored by Pineapple Ltd. & Interactive Newspapers, Inc. 12:00-2:00 — Colonade Exhibit Hall

♦EXHIBITS

12:00-2:00 - Colonade Exhibit Hall

MONDAY BREAKOUT SESSIONS

❖TRACK I: NEW MEDIA APPLICATIONS

2:00-3:30 - Reunion G, H

A bottom-line look at industry-specific services that do—and don't—drive revenues. Included are real estate, financial and healthcare.

David Gianelli, Special Project Manager/New Ventures, Phoenix Newspapers

Mark H. Goldstein, CEO, Reality Online, Inc. Mark A. Krentzman, Executive Vice President,

Strategic Systems, Inc.

Meta Minton, Editor, Edwardsville Intelligencer

♦TRACK 2: AN INSIDER'S LOOK AT JOINING THE INTERACTIVE WORLD

2:00-3:30 - Reunion D, E, F

An advanced session for newspaper publishers ready to make the move into emerging technology. Learn first-hand how some industry veterans pursued their vision to create the perfect match of medium, market and mission.

Joseph Amram, President, INDIVIDUAL, Inc. Linda Bauer, Vice President, Corporate Communications and Development, The News-Gazette, Champaign, IL

Jan Calvert, Director of Electronic Information Services, San Francisco Newspaper Agency

Dan Shorter, Director, New Ventures, Palm Beach Post

❖TRACK 3: NEWSPAPER CONTENT & BEYOND

2:00-3:30 - Reunion A, B, C

How can you take your content and turn it into a new media opportunity? Find out during this session on specific interactive applications.

Betsy Ashton, Manager, NewsView/PhotoView, LEXIS - NEXIS

Nancy Hicks Maynard, President, Maynard Partners Nora Paul, Director, Poynter Institute Patricia Redmon, Marketing Manager, R.R. Donnelley & Sons

♦COFFEE BREAK

3:30 - 4:00 - Regency Alcove

❖TRACK I: INTERNATIONAL INTERACTIVITY

4:00-5:30 - Reunion G, H

What are the issues involved with globalizing your interactive newspaper business? Members of this

panel of top international experts explain. Also features an in-depth discussion of worldwide trends in new media.

Alejandro Aguirre, Deputy Editor, *Diario Las Americas* Anthony Coad, New Business Development Director, The Telegraph plc

Madan Rao, Communications & Marketing Director, Inter Press Service News Agency

♦TRACK 2: DIGITAL ADVERTISING

4:00-5:30 - Reunion D, E, F

Advertisers are gaining speed on the Information Superhighway. In fact, the interactive advertising agency is now a must-have for many companies. Find out exactly what you need to know about advertising and multimedia and how you can use this opportunity to grow advertising revenue off the printed page.

John Granatino, Director, Electronic Publishing, Providence Journal-Bulletin

Roland Sharette, Director, Interactive Resources, J. Walter Thompson

Pete Snell, General Manager, CKS Interactive Bruce W. Thurlby, Director, New Product Development, AT&T Interchange Online Network

❖TRACK 3: DATABASE MARKETING - HOW, WHY & WHAT'S IN IT FOR YOU?

4:00-5:30 - Reunion A, B, C

It's been called one of the biggest changes in marketing since "new and improved." Find out how you can use database information to precisely target new customers.

Catherine Bartholow, Vice President, Managing Director, The Mowry Company

Larry Grabarek, Market Research Manager, Houston Post

Larry Sackett, Vice President/General Manager, Claritas Newspaper Database Marketing Group Theresa Vickery, Vice President, Marketing, MarketLink, Inc.

*RECEPTION

Sponsored by Brite Voice Systems 5:30-7:30 – Colonade Exhibit Hall

♦ F XHIBIT S

5:30-7:30 - Colonade Exhibit Hall

■3回回 TUESDAY, FEBRUARY 7

♦ REGISTRATION

7:00-8:00 - Regency Alcove

□ ③ □ □ □ □ Interactive Newspapers '95

♦CONTINENTAL BREAKFAST

Sponsored by Accu-Weather, Inc. 7:00-8:00 – Reunion Concourse

♦ RESEARCH RESULTS: THE SIXTH ANNUAL INTERACTIVE NEWSPAPERS SURVEY

8:00-8:30 - Reunion A-H

This session details the exclusive findings from The Kelsey Group's and Editor & Publisher's Sixth Annual Interactive Newspapers Survey. Learn what your peers perceive as the most important objective for interactive newspapers today. Also find out what percentage of respondents from newspapers across the U.S. are already involved in new media, what services they're offering and other important, insightful information.

John F. Kelsey, III, President, The Kelsey Group Marsha A. Stoltman, Vice President & General Manager, Interactive Newspapers, Inc.

♦THE EDITORIAL PERSPECTIVE - A KEYNOTE ADDRESS 8:30-9:15 — Reunion A-H

You know the business side of interactive newspapers. But what about the editorial view? An interesting look at how the shift from traditional news media such as print, radio and television to interactive multimedia could change writing and reporting forever. This insightful keynote address comes straight from the top executive at the world's largest newsgathering organization, the Associated Press.

Louis Boccardi, President & CEO, Associated Press

♦ MAIN STREET U.S.A. MEETS THE INFOBAHN

9:15-10:00 - Reunion A-H

Many of the most interesting and important new electronic services are being tried by weeklies and free community papers both in the U.S. and abroad. Discover what some of these imaginative new services are and how you can benefit from them.

Fredrick Manuel, CEO & Publisher, Heritage Newspapers, Inc.

Tonda Rush, President & CEO, National Newspaper Association

♦Coffee Break

10:00 - 10:30 - Regency Alcove

♦ AN INTERVIEW WITH PAFET

10:30-12:00 - Reunion A-H

A discussion with representatives from the six newspaper

companies comprising the Pafet consortium. These newspaper professionals will talk candidly about their plans to evaluate opportunities emerging from developments in technology and to focus on those related to their core competencies.

Martha Duckert, Planning & Process Leader, Cowles Media Company

Howard Finberg, Senior Editor, Information Technology, Phoenix Newspapers, Inc.

Jim Galli, Director of Business Development, The Dallas Morning News

Chris Hendricks, Manager of Technology, McClatchy Newspapers, Inc.

David Lipman, Chairman/Pulitzer 2000, Pulitzer Publishing Company

\$LUNCH

Sponsored by the International Newspaper Marketing Association & Interactive Newspapers, Inc. 12:00-2:00 – Regency Ballroom

TUESDAY BREAKOUT SESSIONS

♦TRACK 1: DIGITAL DELIVERY

2:00-3:30 - Reunion G, H

A panel of industry experts discusses the latest innovations in news delivery systems including personal digital assistants, screenphones, pagers and online services.

Steve Francesco, President & COO, SmartPhone Communications, Inc.

Martin Radelfinger, Vice President Business Development, Ampersand: The Network for Media Information Allen Weiner, Principal Analyst, Dataquest

❖TRACK 2: NEW MEDIA RESEARCH

2:00-3:30 - REUNION D, E, F

Research can mean the difference between the success and the failure of a new media venture. This discussion focuses on the ways you can take advantage of available information and make research an essential element of your new business strategy.

Jim Fouss, President, CEO & Chairman, Response Analysis Corp.

Chris Jennewein, General Manager,

Mercury Center

Dale Pearson, Manager, Publishing Division, Frank Magid & Associates

Michael Silver, Vice President/Editorial and Development, Tribune Media Services

❖TRACK 3: VOICE PERSONALS - ARE THEY STILL THE KILLER APPLICATION?

2:00-3:30 - Reunion A, B, C

Once thought to be the sole secret to interactive success, voice personals are still going strong. You'll hear success stories, new twists on this important business, and much more.

Terry Hebert, Advertising Director, *The Plain Dealer* Frank H. Dorf, Electronic Media Manager, *The Sacramento Bee* Joel N. Myers, President & Chairman, Accu-Weather, Inc.

*COFFEE BREAK

3:30 - 4:00 - Regency Alcove

*TRACK 1: INTERNATIONAL INTERACTIVITY

4:00-5:30 - Reunion G, H

A roundtable discussion of the issues and implications of interactivity around the world.

Richard Beamish, Head of Development, Training & Education, The Newspaper Society, London Joe Breen, Editor, Electronic Publishing, *The Irish Times* Flavia Sampaio, Media Service Manager, Agencia Estado

♦TRACK 2: ELECTRONIC CLASSIFIEDS & INTERACTIVE NEWSPAPERS

4:00-5:30 - Reunion D, E, F

Classified ads are up and running on several interactive services. This session examines this trend indepth and explains how to integrate this mainstay revenue source into your plans.

Roger Berensohn, President, Roger Berensohn & Associates

Don Golden, President, North American ClassiFACTS, Inc.

Wendy W. Sanko, General Manager, U S WEST Marketing Resources

Aviel Tenenbaum, Managing Director, Pineapple Ltd.

♦TRACK 3: News LINES - A LOOK AT NII & FAX 4:00-5:30 — Reunion A, B, C

An exploration of alternative delivery methods such as N11 phone services and fax. Hear about the latest regulatory hurdles for N11 lines, what's new in the area of on-demand fax services, pricing trends for these businesses, and more.

Jack Fishman, Editor & Publisher, *Citizen Tribune* and Vice Chairman, National Newspaper Assoc. Molly Ross, 511 Coordinator, *The Tennessean*

Nancy M. Simon, Product Manager, FORMS ON DEMAND, Inc.

Tommy Williams, N11 Product Manager, BellSouth Telecommunications

□ ⑤ ⑥ ⑥ Ø WEDNESDAY FEBRUARY 8

◆REGISTRATION 7:30-8:30 — Regency Alcove

❖CONTINENTAL BREAKFAST Sponsored by Tribune Media Services 7:30-8:30 — Reunion Concourse

❖THE MEDIAMORPHOSIS - A KEYNOTE ADDRESS

8:30-9:15 - Reunion A-H

What's the latest in the debate over printed vs. electronic publishing? Find out during this expert examination of the latest trends in information technology, straight from one of the most renowned early adopters in the U.S.

Roger Fidler, Director, Knight-Ridder Information Design Laboratory

♦JOURNALISTS SPEAK OUT - AN EDITORIAL VIEW OF MULTIMEDIA

9:15:10:45 - Reunion A-H

A panel of journalists examines the multimedia phenomenon and its affect on newspaper reporting in the '90s.

Gary Bolles, Editor-In-Chief, *Interactive Week*Neil F. Budde, Editor, The Wall Street Journal
Interactive Edition

Gregory Favre, Executive Editor, Sacramento Bee and Pres., American Society of Newspaper Editors Jean Gaddy Wilson, Executive Director, New Directions for News

♦ Coffee Break

10:45-11:15 - Regency Alcove

♦Newspapers 2005

11:15-12:30 - Reunion A-H

Will the "Daily Me" be reality or ancient history? Will interactive television, CD-ROM and other developing delivery systems be part of everyone's life? A forward-looking session on just where we'll be a decade from now.

Rob Hurless, Publisher, *Casper Star-Tribune* Len Muscarella, Managing Director, Interactive Media Associates

Andy Sutcliffe, President, Tele-Publishing, Inc.

3-ring conference binder sponsored by Tele-Publishing, Inc.

EXHIBIT HALL INFORMATION

Products and services at the center of the interactive newspaper business will be on display in the exhibit hall. This provides you with an outstanding opportunity to see information technology at work and network with technology vendors as well as your peers.

The Colonade Exhibit Hall is located one level down from the lobby.

EXHIBIT HALL HOURS

Sunday, February 5 5:00 p.m.-8:00 p.m.

Monday, February 6 7:30 a.m.-8:30 a.m., 12:00 p.m.-2:00 p.m., 5:30 p.m.-7:30 p.m.

EXHIBITORS

(As of Jan. 20)

On Target Mapping Booths I & 2 Computer software developer and resale of map information software.

Cascade Systems
A software developer and systems integrator serving the printing, publishing and allied industries worldwide.

Advanced Telecom

Booth 4

Provides profitable and technically advanced voice personals and other

audiotex services.

Tribune Media Services

Booth 5

TMS delivers electronic news and information via its Voice News Network audiotex service; creates customized content packages for online services; and prepares TV listings databases for online and interactive TV applications.

America's Interactive Production Network Booth 6 Low-cost television programming, CD-ROM, CD-I and interactive kiosk systems.

Tele-Publishing Inc.Booth 7
The nation's largest provider of newspaper and online voice personal services.

IBM SOURCEBooth 8
Electronic information solutions developed with and for the newspaper business.

Bureau One Booth 9

Bureau One is the world's largest voice personals service bureau.

AT&T Interchange™ Online Network

Booth 10
A next-generation online service that enables publishers to build prof-

itable electronic publishing businesses.

Fonahome Corp.

Booth II
Interactive marketing systems.

Brite Voice Systems, Inc. Booth 12 Audiotex solutions developer serving the newspaper industry.

LEXIS-NEXIS and NewsView SolutionsBooth 13
LEXIS-NEXIS provides the world's largest collection of legal, news and business information online. NewsView Solutions provides integrated electronic text and photo archiving and dissemination software.

Interactive Communications Inc.

Booth 14
The total interactive solution.

TV Data Booth 15 TV Data is the worldwide leader in TV listings and information.

ProdigySee how Prodigy is helping major newspapers leverage their franchises, plus preview Prodigy's new interface and surf the Net with Prodigy's World Wide Web browser.

PR Newswire Booth 17
The largest electronic disseminator of corporate news releases to the media and financial community.

Microvoice Applications, Inc. Booth 18

Audiotex systems and service bureau programs.

INFO-Connect™ Booth 19
Offering complete, electronic information solutions and equipment for your market needs.

Image Technology, Inc.

Booth 20
An acknowledged leader in the development of multimedia publishing

Accu-Weather, Inc.

Booth 21

Accu-Weather provides weather forecasts data graphics and voice per-

Accu-Weather provides weather forecasts, data, graphics and voice personals throughout the world.

Associated Press Booth 22
Fax and audiotex services plus full range of news services for electronic dissemination to newspapers.

IdealDialBooth 23An 800/900 long distance service bureau.

The Kelsey Group Booth 24

The Kelsey Group is the leading conference, research and consulting firm for information companies pursuing new media opportunities.

Direct Response Marketing Booth 25 Fully automated, state-of-the-art voice personals using third-generation software to produce extraordinary monthly revenues for newspapers.

Newscom

Communications solutions for the news media.

Infonautics Corp.

Online information service for children.

TRX Corp. Booth 28 An interactive service bureau and information provider.

Newspaper Voice Services Booth 29 Voice personals and audiotex services.

Pulse Interactive Booth 30 See a demo of CommunityNET™, the interactive, online proprietary newspaper program.

Jupiter Communications Booth 31 A research and consulting firm specializing in emerging communications technologies.

The International Newspaper Marketing Association Booth 32 A network of 1,000 newspaper professionals worldwide dedicated to applying marketing principles to all facets of the newspaper.

Editor & Publisher and Ampersand

Editor & Publisher is the leading independent publication of the newspaper industry. Ampersand, a joint venture with Telescan, is a business-to-business online service providing interactive research and communication tools for the media industry.

Mortgage Market Information Services, Inc. Booth 34 Turn-key interactive, advertiser-paid directories, especially financial, real estate and dining guides.

SPEAKER BIOGRAPHIES

Joseph Amram

President-INDIVIDUAL, Inc.

Joseph Amram is President of INDIVIDUAL, Inc., a company that provides timely access to relevant, external information through intelligently personalized newspapers. His organization meets this need with emerging electronic delivery platforms (fax, e-mail, Lotus Notes and Mosaic); abundant, raw information in electronic form; and Cornell's SMART technology. He has worked for Aegis Funds, a venture capital firm specializing in high-technology, publishing and communications investments. He also served as a Product Manager for the start-up Rational, a CASE company delivering productivity solutions for software engineers. He then became Manager of Product Marketing, where he helped lead the company to a \$20 million business.

Alejandro Aguirre

Deputy Editor—Diario Las Americas

Alejandro Aguirre is the Deputy Editor of the *Diario Las Americas*, the Miami-based, Spanish language daily newspaper. His professional affiliations include the Society of Professional Journalists, the International Press Institute and the National Association of Hispanic Journalists. He is also on the National Advisory Committee of the Washington, D.C.-based Media Institute and is on the Board of Directors of the Inter American Press Association.

Betsy Ashton

Manager, NewsView/PhotoView—LEXIS-NEXIS

Betsy Ashton is the Manager of NewsView/PhotoView, LEXIS-NEXIS's text and photo archive project for print publishers. A 17-year veteran of the online industry, Ms. Ashton began her career at SDC Search Service, opening sales offices in Japan for the Orbit system. She later joined LEXIS-NEXIS in New York as a sales representative and sales manager, handling major broadcast media and print publishing customers.

Catherine Bartholow

Vice President, Managing Director—The Mowry Company
As Vice President and Managing Director of The Mowry Company's
Chicago Office, Catherine Bartholow has strategic planning, program
management and administrative responsibility for Chicago clients of this
full service database marketing company. Her clients include the Tribune
Company, Chicago Tribune, Knight-Ridder, the Chicago Cubs and The New
Yorh Times. Prior to joining The Mowry Company, Ms. Bartholow held several key management positions at Sears Catalog and has held numerous
agency account management positions. Her client marketing programs
have won numerous awards, including Chicago Association of Direct
Marketing Tempo Awards.

Linda Bauer

Vice President, Corporate Communications and Development— The News-Gazette, Champaign, IL

As Vice President of Corporate Communications and Development for the News-Gazette, Linda Bauer investigates and implements new communications technologies. She is on the Executive Committee for the Champaign County Network, a cooperative effort between the National Center for Supercomputing Applications and the Champaign County Chamber of Commerce. Its goal is to bring high-speed connections and Internet access to the community. She also serves on the Illinois Press Association Technical committee and is on the advisory board of Prairienet, a Champaign-based freenet.

Chip Bayers

Managing Editor—HotWired

Chip Bayers is the Managing Editor of *HotWired*, a multimedia "cyberstation" on the Internet created by the same company responsible for the

National Magazine Award-winning *Wired* magazine. Prior to joining *HotWired*, Mr. Bayers was a senior editor at Michael Wolff & Co., a New York-based digital publisher and packager. He is a co-author of *Where We Stand* (Bantam, 1992), the companion volume to the PBS television series *Made in America*?; and *Net Guide* (Random House, 1994), the best-selling guide to the online world. He has also contributed to the PBS science series Nova.

Richard Beamish

Head of Development, Training & Education—The Newspaper Society Richard Beamish is Head of Development, Training and Education at the London-based Newspaper Society, the employers' body for regional newspapers in England, Wales and Northern Ireland. He is responsible for training members of the media and his organization is recognized by the UK Government as the leader in setting qualifications standards for the British press. Mr. Beamish is also working on a program to investigate multimedia opportunities over the next decade and presenting the results of that investigation to publishers so they can make informed new media decisions. In 1991, Mr. Beamish was awarded the prestigious President's Prize for his work in developing the Newspapers in Education program in the United Kingdom.

Roger Berensohn

President—Roger Berensohn & Associates

Roger Berensohn is President of Roger Berensohn & Associates, a company he founded six years ago to serve Hispanic and other minority communities. He sells a variety of media, focusing on Yellow Pages. His primary emphasis has been the Hispanic Yellow Pages of Chicago. Today he is expanding his business and developing Success Opportunities, a five-year interactive magazine that has been test marketed in Chicago and is now ready for national and international expansion in a variety of media including directories, the Internet and online services. Mr. Berensohn also previously started a newspaper in Hawaii.

Louis Boccardi

President & CEO—Associated Press

Louis Boccardi is the President and Chief Executive Officer of the Associated Press, the world's largest news organization. As chief executive, Mr. Boccardi launched a program to rebuild all AP services with state-of-the-art equipment and modernize its management. He has held several other positions within the organization, including Executive Vice President and Chief Operating Officer and Executive Editor in charge of all AP's news operations. In addition, Mr. Boccardi is a Fellow of the Society of Professional Journalists, the highest honor SPJ awards journalists for public service. He was the 1988 winner of the Columbia University Graduate School of Journalism award and was elected a Distinguished Service Member of the American Society of Newspaper Editors. He was also the 1992 recipient of the William Allen White Foundation Award for Journalistic Merit and is a member of the Pulitzer Prize Board.

Gary Bolles

Editor-In-Chief-Inter@ctive Week

Gary Bolles is Editor-In-Chief of Inter@ctive Week. In this position, he is responsible for moving the publication into online and other interactive services. Prior to joining Inter@ctive Week, Mr. Bolles was Editor-In-Chief of Network Computing. He has also held several positions in the computer/communications industry including Vice President of Marketing for Network Products Corp., a Wall Street consultant and Training Manager at TeleVideo Systems.

Joe Breen

Editor, Electronic Publishing—The Irish Times

Joe Breen is Editor of Electronic Publishing at *The Irish Times. The Irish Times* is Ireland's leading daily newspaper. He has also served as Chief Sub-Editor, Systems Editor, Op-Ed Editor and worked as the newspaper's Rock Critic.

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Neil F. Budde

Editor—The Wall Street Journal Interactive Edition

Neil F. Budde is Editor of The Wall Street Journal Interactive Edition, which is under development at Dow Jones & Co. He was appointed in December 1993 to direct the design and development of this planned product and to oversee its news operations. Mr. Budde has been with Dow Jones for seven years, most recently as Deputy Editorial Director for Dow Jones News/Retrieval, where he oversaw a 75-person editorial department as well as the design and development of new information services, including those in the field of natural language searching. Prior to joining Dow Jones, Mr. Budde spent a decade as an Editor and Reporter for several newspapers including the *Courier-Journal* in Louisville, KY, *USA TODAY* and the *Richmond Times-Dispatch*. His positions have included Copy Editor, Associate Editor of the Sunday Magazine, Assistant Business Editor and Business Reporter.

Bud Calvert

Vice President & General Manager—Brite Voice Systems
Bud Calvert is Vice President and General Manager of Brite Voice Systems,
Inc.'s Media Division. Since he joined the company in 1987, its CITYLINE
network of newspapers has grown to more than 140, making it the world's
largest audiotex network. Mr. Calvert's additional responsibilities include
the marketing and sales assistance of media products such as CITYLINE,
ClassAd Mailboxes, Pinpoint, Brite's 900 Voice Personals and Brite's New
Generation Personals Product, Person to Person. Mr. Calvert's management experience spans private business, public relations and university
fundraising. He also worked in radio, cable television and network television advertising management prior to joining Brite.

Jan Calvert

Director of Electronic Information Services—

San Francisco Newspaper Agency

Jan Calvert is Director of Electronic Information Services for the San Francisco Newspaper Agency. Her department researches, implements and provides interactive platforms for the San Francisco Examiner and the San Francisco Chronicle. Among the interactive services currently offered is CityLine, a free-to-caller voice information service accessed more than seven million times a year. Her department also provides The Gate, an Internet-based online service on behalf of the Chronicle and the Examiner. Prior to joining the Agency, Ms. Calvert was Director of Voice Information Services for The Chronicle Publishing Company and was responsible for implementation and development of audiotex applications in four newspapers.

Tony Coad

Development Director—The Telegraph plc

Tony Coad is the Development Director for the Telegraph group of newspapers in the United Kingdom. The group includes *The Daily Telegraph*, the UK's top-selling quality national newspaper. Mr. Coad's function is to identify and pilot new businesses within the group. His past experience includes working as Managing Director of NDL International Ltd., a database marketing concern that Mr. Coad founded in 1985. That company was purchased by the Dutch multinational publishing concern VNU in January 1995. He is currently a Deputy Chairman of EDMA, the European Direct Marketing Association and was Deputy Chairman of the UK's Direct Marketing Association.

lim Debth

Vice President, General Manager—Interactive Media, Inc. Jim Debth is currently Vice President, General Manager of Interactive Media Inc. (IMI), a subsidiary of The Gazette Co. in Cedar Rapids, IA. His duties include overseeing daily voice-information operations, including general operations, sales, programming, promotion, marketing and production. IMI operates the company's CITYLINE audiotex operation, one of the nation's first audiotex installations at a newspaper. Mr. Debth previously served as The Gazette Co.'s Coordinator and General Manager of IMI before taking on his current position. Today, he is also involved with the research and development of new electronic products at *The Gazette*. He was a Founder and Board Member of the Interactive Newspaper Network.

Frank H. Dorf

Electronic Media Manager—The Sacramento Bee Frank H. Dorf is the Electronic Media Manager at The Sacramento Bee, where he is responsible for managing all electronic media products offered by the newspaper. He has also served as an Account Manager at The Bee. Prior to that, Mr. Dorf worked at a division of McClatchy Newspapers called El Dorado Teleguide, a public access video service. He also worked at McClatchy's Advanced Search Concepts, which marketed The Bee's electronic library.

Martha Duckert

Planning & Process Leader—Cowles Media Company
Martha Duckert is the Planning and Process Leader, Strategic
Integration for the *Minneapolis Star Tribune*, a Cowles Media publication. She also represents Cowles Media on the Pafet Operating
Committee. During her 14 years with the *Star Tribune*, Ms. Duckert has held a variety of positions, including Manager of Advertising Systems and Manager of Manufacturing Systems.

Gregory Favre

Executive Editor—The Sacramento Bee
Vice President/News—McClatchy Newspapers
President of the American Society of Newspaper Editors
Gregory Favre is the Executive Editor of The Sacramento Bee and is Vice
President/News for McClatchy Newspapers. He has an extensive news background that has included positions such as Managing Editor, the Chicago
Sun-Times, Managing Editor of the Chicago Daily News, Editor, the Palm Beach
Post, and Managing Editor, the Dayton Daily News. Mr. Favre also serves as
President of the American Society of Newspaper Editors and is on the
Board of Directors of the Inter American Press Association. In 1992, Mr.
Favre was the California Press Association's News Executive of the Year. He
is also the past President of the California Society of Newspaper Editors.

Roger Fidler

Director—Knight-Ridder Information Design Laboratory
Roger Fidler is Director of Knight-Ridder's Information Design Laboratory
and is also Corporate Director of New Media. The Lab pursues new electronic publishing opportunities for newspapers. Mr. Fidler conceived the
first computer graphics network for newspapers in 1985 and directed the
Knight-Ridder Graphics Network until 1988. He is also the founder and former President of PressLink, Inc., a Knight-Ridder subsidiary. He developed
PressLink and turned it into a global network publishing and e-mail service
for the newspaper industry. He was also a member of the original development team for Knight-Ridder's pioneer videotex venture, Viewtron. Fidler
began his newspaper career more than 30 years ago at a weekly newspaper
in Eugene, OR. In 1991, Fidler was awarded a fellowship by the Freedom
Forum Media Studies Center. As a fellow, he studied new media technologies and did research for a forthcoming book about the future of newspapers titled *The Mediamorphosis*.

Howard Finberg

Senior Editor/Information Technology—Phoenix Newspapers, Inc. Howard Finberg represents Central Newspapers, Inc. on the Pafet Operating Committee. He is currently Senior Editor/Information Technology for Phoenix Newspapers, Inc., publishers of *The Arizona Republic, The Phoenix Gazette* and *The Arizona Business Gazette*. His responsibilities include planning and establishing new ventures, directing the introduction of new text editing and pagination/design systems, and assessing Phoenix Newspapers' involvement in new technology and new media. He also has extensive experience in the newspaper industry specializing in editorial, design and technology issues.

Jack Fishman

Editor & Publisher, Citizen Tribune—

Vice Chairman, National Newspaper Association

Jack Fishman is Editor and Publisher of the *Citizen Tribune* (Morristown, TN) and is President and Chief Executive Officer of the newspaper's pub-

lisher, Lakeway Publishers, Inc. He also serves as Vice Chairman of the National Newspaper Association and is a member of several news organizations including the Tennessee Press Association, the Newspaper Association of America and the Tennessee Press Service. His previous professional positions include several management jobs including Executive Director of the Middle Tennessee Industrial Development Association.

Jim Fouss

President, CEO and Chairman—Response Analysis Corp.
Jim Fouss is President and Chief Executive Officer of Response Analysis
Corp. and is also Chairman of its Board of Directors. He has spent his
career studying how people make purchase decisions about products and
services and how opinions and attitudes are formed and changed. He has
30 years of experience designing and directing research studies among
consumers, employees and business people. His clients include AT&T,
BellSouth, Dun & Bradstreet, New York Life and Sears. He is a frequent
speaker and author of numerous magazine and professional-journal articles.

Steven Francesco

President & COO—SmartPhone Communications, Inc.
Steven Francesco is President and Chief Operating Officer of SmartPhone Communications, Inc., a Stamford, Ct.-based firm. He is responsible for all research and development, technical administration, and marketing and sales. Mr. Francesco has more than 15 years of experience in the financial services and information industries. He also founded Market Technology Group, a management/technology firm specializing in the financial sector. There he acted as a management advisor to two major money center banks developing enhanced telephone services. Mr. Francesco also served as Senior Vice President and Operating Officer for strategic planning and operations at Cantor-Fitzgerald Securities Processing Services.

Jim Galli

Director of Business Development—The Dallas Morning News
Jim Galli is currently Director of Business Development for The Dallas
Morning News and is responsible for developing and implementing new
business opportunities including emerging applications for the electronic
distribution of news and information. He is also a member of the Pafet
Operating Committee. Prior to this, he was Manager of Information
Systems for A.H. Belo, the parent company of The Dallas Morning News.

David Gianelli

Special Projects Manager/New Ventures—Phoenix Newspapers
David Gianelli is the Special Projects Manager for New Ventures, the media
development arm of Phoenix Newspapers, Inc., publishers of *The Arizona Republic, The Phoenix Gazette* and *The Arizona Business Gazette*. He has helped
develop fax and audio products for tourism markets; sports books; a dining
guide in book and software formats; and AdSnap, a multimedia publishing
platform targeted at the real estate industry. He is currently also investigating and constructing financial models for online information services. Prior
to his position with New Ventures, Mr. Gianelli was Assistant Managing
Editor of *The Phoenix Gazette*, the nation's 18th-largest afternoon daily.

Don Golden

President—North American ClassiFACTS, Inc.

Don Golden is President of North American ClassiFACTS, Inc., a four-year-old information services company developed in cooperation with the newspaper industry to create a national database of classified ads. Mr. Golden is also a founder of the company. His understanding of information technologies and their potential applications stems from a unique background that combines extensive marketing and technical skills with entrepreneurial experience. Prior to starting ClassiFACTS, Mr. Golden spent 15 years with Adolph Coors Company in sales and marketing of information technology and new product development.

Mark Goldstein

President & CEO—Reality Online, Inc.

Mark Goldstein is President, Chief Executive Officer and Co-Founder of Reality Online, Inc., where he oversees Reality's growing operations. Past work included designing software and games. He has also worked as Consumer Products Marketing Manager at Apple Computer. Mr. Goldstein was the 1993 recipient of the Entrepreneur of the Year Award from the Information Industry Association and was selected by the Technology Council of Greater Philadelphia as a finalist for the Best CEO under 40.

Larry Grabarek

Director of Research & Database Marketing—The Houston Post
Larry Grabarek is Director of Research and Database Marketing at The
Houston Post. He previously spent five years in the marketing department
there as Research Manager. He has also worked as Marketing Manager in the
National Sales office of the Chicago Tribune and as Manager of Marketing
Services for Gannett's Newspaper Division. He began his newspaper career at
The Baltimore Sun. Mr. Grabarek is also on the Board as Treasurer of the
International Newspaper Marketing Association-Southern Region.

John Granatino

Director, Electronic Publishing—Providence Journal-Bulletin
John Granatino is Director of Electronic Publishing at the Providence
Journal-Bulletin. He and his 15-member staff are responsible for developing
and operating electronic information services. The Journal-Bulletin's services include JournalLine, the largest and oldest newspaper audiotex service in New England with about three million callers in 1994; JournalText,
an online archive of the Journal-Bulletin dating back to 1982; J/Fax, the 12line fax information service that includes broadcast and fax-on-demand
products; the as-yet unnamed Journal Online service, which will launch on
Prodigy in April 1995; and the Meeting Place, a voice personals program.
Mr. Granatino joined the Journal-Bulletin in 1980 and has held several positions prior to his current one, including City Editor and Director of
Publishing Business Development.

Terry Hebert

Advertising Director—The Plain Dealer

Terry Hebert is Advertising Director of *The Plain Dealer*, Ohio's largest newspaper. Prior to that, he was Advertising Director at The Evansville Courier Company for more than eight years. While there, Mr. Hebert spearheaded a revolutionary Homework Hotline for Evansville-area school children and their parents, while becoming a recognized industry leader in the areas of database and niche marketing as well as sales force automation. Mr. Hebert also worked previously for *The New York Daily News, the Washington Star*, Scripps Howard and the Courier Company. His professional affiliations include the Ohio Newspaper Advertising Executives and the Cleveland Advertising Club.

Chris Hendricks

Manager of Technology—McClatchy Newspapers

Chris Hendricks is Manager of Technology for McClatchy Newspapers. He is also a member of the Pafet Operating Committee. In his current position with McClatchy Newspapers, he is responsible for helping establish the company's involvement and direction in new and emerging technologies. His past positions include Marketing Director of *The Fresno Bee.*

Rob Hurless

Publisher—Casper Star-Tribune

Rob Hurless is the Publisher of the *Casper Star-Tribune*. He has been with the newspaper since 1979, starting out in the market research department. He has also held the positions of Operations Director and General Manager. Prior to joining the newspaper, he was a Consultant with Resource Planning Associates, a Massachusetts-based consulting firm.

Chris Jennewein

General Manager—Mercury Center

Chris Jennewein is the General Manager of Mercury Center at the San Jose Mercury News. Mercury Center operates Mercury Center/Online in partnership with America Online; the News Call telephone and fax service; NewsHound, a personalized clipping service; and, on the Internet, the Mercury Center Web. Mr. Jennewein joined the Mercury News in 1992. Prior to that, he was Director of Information Services for *The Atlanta*

Journal and Constitution with responsibility for audiotex, videotex and fax services as well as specialty publishing. He also served as that newspaper's Assistant Managing Editor in the areas of business, features and newsroom administration. He has also worked as a reporter for *The Commercial Appeal* (Memphis, TN) and the *Tampa Tribune*.

Retta Kelley

Executive Director/Newspaper Alliances—Prodigy Services Co. Retta Kelley is the Executive Director of Newspaper Alliances for Prodigy Services Co. Ms. Kelley works with newspaper publishers interested in creating an online information center for their communities on Prodigy, helping them to develop, implement and market a successful product. She has worked in the newspaper industry for 36 years. Her past positions include serving as Editor/Publisher of Texas-based Longview Newspapers and General Manager prior to that. She has worked at several other newspapers in positions ranging from Advertising Director to Columnist. Ms. Kelley has been active with numerous newspaper organizations during her career including the Southern Newspaper Publishers Association.

John F. Kelsey, III

President—The Kelsey Group

John F. Kelsey, III is President of The Kelsey Group, a publishing, consulting and conference management company that co-sponsors Interactive Newspapers '95. The Kelsey Group was started in 1986 to help publishing companies take advantage of new technologies and delivery systems to benefit their businesses. Mr. Kelsey has also sponsored 22 major industry conferences on emerging opportunities in new technologies for print publishers. He is also the co-author and sponsor of several studies including The Multimedia Resource Book for Newspaper Publishers (1994, with Michael Conniff) and is a founder of the Information Industry Association's Voice Information Services Division. He is a member of the International Newspaper Marketing Association, the Interactive Services Association and the Yellow Pages Publishers Association. Mr. Kelsey has been in the electronic information services industry since 1978, when he was responsible for strategic planning of interactive services at AT&T. He also worked as National Marketing Manager for several information services at Dow Jones & Co., Inc. including DowPhone and Dow Jones News/Retrieval.

Mark A. Krentzman

Executive Vice President, Director—Strategic Systems, Inc. Mark A. Krentzman is Executive Vice President, Director and co-founder of Strategic Systems, Inc. Strategic Systems is an electronic publisher of medical and health information, accessible using 800 and 900 phone numbers. The service can be seen in major U.S. publications. Previously, Mr. Krentzman was principal of Krentzman and Company, a small-business consulting firm that specialized in operational, strategic and financial areas. He has also worked in management positions with Computervision Corp. and Augat, Inc.

Stan Linhorst

Director of New Media—The Syracuse Newspapers
Stan Linhorst is the Director of New Media for The Syracuse Newspapers, where he helped start the newspapers' 900-number personals in 1991. In 1992, he set up NewsLine, the group's audiotex service. He also oversaw the start of Syracuse OnLine, the newspapers' World Wide Web site on the Internet, a venture with Syracuse University. Today he is exploring other digital and electronic communications efforts for the company. He joined the Herald-Journal, a Syracuse Newspaper, as City Editor and also served as Assistant Managing Editor. He is currently a member of the Board of Directors of the New York State Society of Newspaper Editors and of the Interactive Newspaper Network. He is also a member of the Society of Professional Journalists.

David Lipman

Chairman/Pulitzer 2000—Pulitzer Publishing Company
David Lipman is Chairman of Pulitzer/2000 at the Pulitzer Publishing
Company. He is also the current Chairman of the Pafet Operating
Committee. Mr. Lipman's previous positions include Reporter, Assistant

Sports Editor, News Editor and Managing Editor at the *St. Louis Post Dispatch*. He is on the Board of Directors of the Interactive Services Association, the Missouri Society of Newspaper Editors and New Directions for News and is on the Industry Development standing committee of the Newspaper Association of America. He is also a member of several trade associations, including the Society of Professional Journalists, the Associated Press Managing Editors Association, the American Society of Newspaper Editors and the Missouri Publishers and Editors Association. Mr. Lipman is the author of dozens of national magazine articles and has written seven biographies of sports stars. He is also on the Board of Advisors at the University of Missouri-Columbia School of Journalism.

Fredrick Manuel

CEO & Publisher—Heritage Newspapers, Inc.

Fredrick Manuel is Chief Executive Officer and Publisher of Heritage Newspapers, Inc., where he oversees several newspapers with a total circulation of 208,000. The News-Herald Newspapers, a publication of Heritage Newspapers, Inc., has been named "Michigan's Best" five years in a row by the Michigan Press Association. Mr. Manuel also oversees Electronic Type and Color, an electronic publishing group that formed an alliance with Ameritech for classified electronic delivery. He also created the company's Information Services Division in 1993 and has served as General Manager of PAK Printers (a Heritage Newspapers company). Prior to joining Heritage, Mr. Manuel was the Publisher and Owner of Pulse Publications, a company that was purchased by Heritage Newspapers in 1986.

Uzal Martz

President & Publisher, Pottsville Republican—

Vice Chairman, Newspaper Association of America

Uzal Martz is President and Publisher of the *Pottsville Republican*. He joined the *Republican* more than 25 years ago as Treasurer. The newspaper also operates a radio station, provides extensive audiotex and bulletin board services and sells Info-Connect audiotex and bulletin board systems to other newspapers in the U.S. and abroad. Prior to joining the *Republican*, Mr. Martz held several positions with Corning Glass and was also a Senior Analyst with Standard Oil Co. Today, he also serves as a member of the Executive Committee of the Board of Directors and Vice Chairman of the Newspaper Association of America (NAA); is a Trustee of the NAA Foundation; is a member of the Pennsylvania Newspaper Publishers Association Advisory Council; is a Founding Member of the Board of Directors of Pennsylvania First Amendment Coalition; and a former Member of the Board of Visitors, Medill School of Journalism, Northwestern University.

Nancy Hicks Maynard

President—Maynard Partners

Nancy Hicks Maynard is President of Maynard Partners. Her media career also includes positions at the *Oakland Tribune*, where she was Deputy Publisher. She also worked as a Reporter at KTVU-TV in Oakland, as Executive Director then President of the Robert C. Maynard Institute for Journalism, and as Washington Correspondent for *The New York Times*.

Meta Minton

Editor-Edwardsville Intelligencer

Meta Minton is Editor of the *Edwardsville Intelligencer*, a 7,000-circulation daily in Southern Illinois. Ms. Minton is, along with *Intelligencer* Photographer Steve Brown and Systems Manager Justin Makler, developing a CD about the life of an historical local entrepreneur. A prototype of the CD was unveiled late last year at the Hearst Corp. newspaper conference. Prior to joining the *Intelligencer*, Ms. Minton worked as News Editor for the *Freeport Journal-Standard*.

Len Muscarella

Managing Director—Interactive Media Associates

Len Muscarella is Managing Director of Morristown, N.J.-based Interactive Media Associates (IMA). This consulting firm specializes in planning, developing and marketing new media services. Mr. Muscarella has developed media businesses for online and audiotex services as well as interactive television. In 1994, his firm also sponsored *The Interactive Television Study*, a research project on consumer demand for interactive television services. Mr. Muscarella also serves on the Board of Directors of the Interactive Services Association. Before founding IMA, he was Managing Editor of TRINTEX, the CBS-IBM-Sears company that was Prodigy's precursor. He has also worked for CBS and as a newspaper reporter and editor.

Joel N. Myers

President & Chairman—Accu-Weather, Inc.

Joel Myers is Founder, President and Chairman of Accu-Weather, Inc., the nation's leading commercial weather service. Accu-Weather provides weather forecasts, data and graphics to more than 8,000 clients throughout the world including the Associated Press, more than 200 individual newspapers, 400+ radio and TV stations and many more agencies and companies. The company also provides other information services including sports, lottery, soaps and news via online, voice computers, 900 and 800 lines and fax service bureaus. Accu-Weather also operates Perfect Date, a voice personals service. Dr. Myers has authored more than 75 professional articles. He is a frequently quoted expert and has also been a featured speaker at many interactive newspaper and voice information conferences. He also served on the faculty at Penn State University, where he is currently a Trustee.

Nora Paul

Director—Poynter Institute

Nora Paul is Director of the Poynter Institute for Media Studies' news research and news library management programs. She also serves as Director of their library. Ms. Paul has worked as a consultant, most recently for the Associated Press, assisting them in the development of digital photo archiving software. Her background also includes 12 years at the *Miami Herald*, where she was Library Director and then Editor of Information Services. Ms. Paul was also a partner in one of the first U.S. information brokerage services, Houston-based Freelance Research Service. She is the author of *Computer Assisted Research: A Guide to Tapping Online Information*.

Dale Pearson

Manager, Publishing Division—Frank N. Magid Associates
Dale Pearson is the Manager of the Publishing Division for Frank N. Magid
Associates. A former newspaper executive for more than 13 years with a
major publisher, he has extensive experience in all aspects of publishing. In
addition, he managed a regional office of a major newspaper representative
firm for more than two years and was responsible for more than 200 daily
newspapers around the U.S. He has helped clients in the development of
new formats, distributions systems, advertising effectiveness, revenue sources,
organizational development, sales training, editorial workshops and new technology usage/introductions. He also has extensive research experience.

Chip Perry

Vice President, New Business Development—Los Angeles Times
Chip Perry is Vice President of New Business Development at the Los
Angeles Times. His responsibilities include developing and marketing the
Times' electronically delivered news, information and advertising products.
Mr. Perry is also overseeing the development of TimesLink, an online service delivered through the Prodigy Network. Prior to his current position,
Mr. Perry was the Vice President-Development of The Times Mirror
Newspaper Group, the Director of Strategic Planning for the Times Mirror
Company and a consultant with McKinsey & Company.

Colin Phillips

Co-Publisher—Editor & Publisher

Colin Phillips is Co-Publisher, Treasurer and a member of the Board of Directors of *Editor & Publisher*. Mr. Phillips joined E&P as a member of the accounting department. Since then he has held the positions of Accounting Manager; Editorial Production Manager, responsible for all E&P products; E&P Directories Editor; Computer Systems Manager; Assistant to the Publisher; and General Manager. Mr. Phillips is currently heading up the development of Ampersand, a joint venture between E&P

and Telescan Inc. in Houston. More generally, he is responsible for E&P's expansion into interactive media and is restructuring E&P's print-based information resources into relational database products. Prior to joining E&P, Mr. Phillips worked on the Ten O'Clock News for the CBS affiliate, WIVF in Nashville. He is the grandson of the current President of E&P and great grandson of E&P's first Chairman, James Wright Brown.

Martin Radelfinger

Vice President, Business Development—

Ampersand, The Network for Media Information

Martin Radelfinger is Vice President of Business Development at Ampersand, The Network for Media Information, a joint venture between Editor & Publisher and Telescan Inc. Ampersand is the first full service network planned for professionals in journalism, marketing, advertising and public relations. Mr. Radelfinger is responsible for development and marketing of electronic products at both Editor & Publisher and Ampersand. Prior to joining Ampersand, Mr. Radelfinger was responsible for information systems development at Editor & Publisher. He also served as a Consultant to Editor & Publisher Research, Inc., a newspaper research and marketing consulting company. He has served on the faculty of the Temple University Communications Department and as Director of Public Relations at the Swiss Institute, New York.

Madan Rao

Communications & Marketing Director—

Inter Press Service News Agency

Madan Rao is the Communications and Marketing Director for the Inter Press Service News Agency. He has extensive experience in the marketing of news services and online news technologies. His past positions include working as a News Consultant for Alternex/IBASE, a Brazil-based network; News and Marketing Consultant, Institute for Global Communications; and Marketing and Promotions Consultant at World News On-Line. He is a frequent speaker at technology conferences such as the Internet World Conference and has authored many articles on technology developments. He has also worked as a reporter.

Patricia Redmon

Marketing Manager—R.R. Donnelley & Sons

Patricia Redmon is a Marketing Manager with R.R. Donnelley's Database Technology Services group. She assists publishers in the application of new technologies to the new product development process. Her current customers include newspapers, scholarly publishers and consumer magazines. Prior to joining R.R. Donnelley, Ms. Redmon held several positions with Knight-Ridder Newspapers including production and circulation management roles at *The Miami Herald*, General Manager of the *Grand Forks (ND) Herald*, and Associate Editor of the *Tallahassee Democrat*. She was also Vice President/Product Development for Datapage Technologies International and Vice President of Marketing for Users Sierra Group.

Rosalind Resnick

Editor & Publisher—Interactive Publishing Alert

Rosalind Resnick is Editor and Publisher of Interactive Publishing Alert, a monthly newsletter tracking trends and developments in electronic newspaper and magazine publishing. A former Miami Herald business writer, Ms. Resnick is now a freelance writer, author and consultant specializing in business and technology. She is co-author of The Internet Business Guide: Riding the Information Superhighway to Profit and Exploring the World of Online Services. She also assists newspapers, magazines and other businesses seeking to establish a presence in cyberspace.

Molly Ross

511 Coordinator—The Tennessean

Molly Ross is the 511 Coordinator at *The Tennessean* in Nashville. Her 511 background includes marketing, customer service, technical, announcing

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and content selection. Prior to joining *The Tennessean*, Ms. Ross was the Manager and Systems Administrator for 511 at the *Palm Beach Post* in West Palm Beach, FL.

Tonda Rush

President & CEO—National Newspaper Association
Tonda Rush is President and Chief Executive Officer of the National
Newspaper Association (NAA), a national trade association representing
the interests of more than 4,200 community newspapers throughout the
nation. She is also a member of the adjunct faculty of the College of
Journalism at the University of Maryland and a former Director of the
National Federation of Press Women. Ms. Rush, a Washington lawyer, previously served in legal, government affairs and business development positions at the NAA. Prior to that, she was Director of the Freedom of
Information Center at the Reporters Committee for Freedom of the Press
in Washington, D.C. She also held positions with several newspapers,
including reporting positions with the Lawrence Daily Journal-World, the
Scottsbluff Star-Herald and the Kansas City Star and Times.

Larry Sackett

Vice President/General Manager—

Claritas Newspaper Database Marketing Group

Larry Sackett is Vice President/General Manager of the Claritas
Newspaper Database Marketing Group, an organization that works with
newspapers to develop and implement database marketing technologies and strategies to increase newspaper revenues and profits.
Previously, Mr. Sackett held several positions with Gannett including
Vice President of Telecommunications, Executive Vice
President/General Manager of Gannett New Media Services and
Director of Database Marketing for the Gannett Direct Marketing
Services. Mr. Sackett was instrumental in developing both the concept
and technical launch of USA TODAY. He has also worked as a reporter and
was Director of Operations for the Paris-based International Herald Tribune.

Flavia Sampaio

Media Service Manager—Agencia Estado

Flavia Sampaio is the Media Service Manager for Agencia Estado, the largest Brazilian information producer and distributor. Ms. Sampaio is responsible for the commercial and institutional relationships with the newspapers, TV and radio stations that subscribe to Agencia Estado's services, which include more than 50 syndicated services. She also works with journalists to create new products. She coordinates the efforts of employees around the country and is responsible for researching new delivery systems such as BBS, fax, Internet, etc. for projects that include a press release delivery service. She came to Agencia Estado as International Affairs Editor as part of a joint venture service with Reuters. She assumed her current position in 1992. Ms. Sampaio has also worked as a journalist and in public relations.

Wendy W. Sanko

General Manager—U S WEST Marketing Resources

Wendy W. Sanko is the General Manager of Electronic Classifieds for U S WEST Marketing Resources. She has also served as the Director of Multimedia Services for U S WEST Inc., where she oversaw the company's information services strategy. Ms. Sanko has been involved with information services since 1986, heading both the strategic planning and operations groups for U S WEST Communication's Information Provider Market Unit, which initiated the Community Link videotex gateway.

Henry Scott

Vice President of New Media & New Products-

New York Times Information Services

Henry Scott is Vice President for New Media and New Products in the Information Services Division of The New York Times Company. His group has primary responsibility for developing and implementing electronic media strategy at The New York Times Company. Among the products and services operated or under development by Mr. Scott's group are

an educational publishing venture, a consumer online service and a CD-ROM publishing venture. He also currently represents The Times Company in a number of industry organizations, including the News in the Future Consortium at MIT. Mr. Scott served as The New York Times Company's Director of Research and Director of Marketing Planning. He also held several positions with *The Hartford Courant*, including Metropolitan Editor.

Roland Sharette

Director, Interactive Resources—J. Walter Thompson Roland Sharette is Director of Interactive Resources and Vice President of J. Walter Thompson's Detroit office, where he oversees the agency's interactive media efforts. Previously, as manager of J. Walter Thompson/OnLine, Mr. Sharette was responsible for the development and management of electronic marketing accounts for one of the world's largest advertising agencies. J. Walter Thompson/OnLine supports any agency account that may benefit from emerging technology. In addition to technical and broadcast advertising experience, Mr. Sharette's background includes work as a professional studio singer, as well as director and producer of television and theatrical productions.

Dan Shorter

Director, New Ventures—Palm Beach Post

Dan Shorter is the Director of New Ventures at the *Palm Beach Post*. In addition to his position at the *Palm Beach Post*, Mr. Shorter was also a member of the Access Atlanta development team and continues to produce new content for this Prodigy-based electronic newspaper. He also manages the Postlines/511 telephone service for the *Palm Beach Post*, which offers thousands of categories of information. Previously, Mr. Shorter was assistant to the Managing Editor, Executive News Editor and Assistant News Editor at the *Post*.

Michael Silver

Vice President/Editorial & Development—Tribune Media Services Michael Silver is Vice President/Editorial and Development of Tribune Media Services, where he is responsible for the creation and production of TMS's syndicated features for newspapers and special services for emerging electronic media. His electronic products include digital audio services as well as customized editorial content for online services. He joined TMS in 1985 to manage one of its first interactive media efforts. He later served on the company's corporate staff, where he coordinated a major strategic planning initiative and was instrumental in Tribune's investment in America Online. He also served as Director of Marketing and Business Development, where he led the company's acquisition and expansion of the Voice News Network audiotex service and spearheaded the establishment of new services for online providers. He has also worked as a newspaper and television reporter.

Nancy Simon

Product Manager—FORMS ON DEMAND, Inc.

Nancy Simon is Product Manager for FORMS ON DEMAND, Inc. She has extensive experience in the emerging fields of fax-on-demand and new media services. Ms. Simon has worked closely with newspapers and other groups to create fax-on-demand and online services for groups looking to take advantage of new telecommunications opportunities. She has also worked closely with several federal and state agencies including the Internal Revenue Service, Department of State and Office of Personnel Management. Ms. Simon designed and produced the Tax Form FaxLine and the FaxLine Library Service and developed the partnerships with participating newspapers. She has more than 25 years of experience in product creation and development, financial analysis and marketing.

Karen Stabley

Director of New Electronic Media—The Baltimore Sun

Karen Stabley is the Director of New Electronic Media at *The Baltimore Sun*. Among the electronic information products she has launched for *The Sun*: SUNDIAL, a telephone information service; SunFax, a fax-on-demand ser-

vice; and pay-per-call audiotex products. She began her career at Viewtron, Knight-Ridder's Miami-based videotex service. She also worked at Times Mirror's Gateway service and has been a consultant in the development and marketing of online and public access services. She is a founder and past chair of the Newspaper Voice Network.

Marsha A. Stoltman

Vice President and General Manager—Interactive Newspapers, Inc. Marsha A. Stoltman is Vice President and General Manager of Interactive Newspapers, Inc., a joint venture between The Kelsey Group and Editor & Publisher. She has primary responsibility for managing the company's newspaper activities—including Interactive Newspapers '95—as well as its research, consulting and publishing efforts. Prior to this, Ms. Stoltman was Product Manager—Media Markets for Dow Jones & Co., working in all aspects of new technology. Ms. Stoltman worked with media, in particular newspapers, to develop products for audio, fax and online services. She also worked with emerging technology providers such as paging companies, screen phone manufacturers, online service providers and personal communicator developers.

Andrew Sutcliffe

President—Tele-Publishing, Inc.

Andrew Sutcliffe is President of Tele-Publishing, Inc. He is also very active in the audiotex industry community and currently serves as Chairperson of the AT&T Multiquest Customer Council. Prior to the formation of Tele-Publishing, Inc., Mr. Sutcliffe was Director of Development for the Phoenix Media/Communications Group Inc. It was here he first began to develop telephonic pay-per-call applications for the corporation's newspapers and radio station. He has also served as Director of Communications for Ackerley Inc., a Seattle-based multimedia corporation and was Chief of Staff for former Massachusetts Governor Michael Dukakis.

Aviel Tenenbaum

Managing Director—Pineapple Ltd.

Aviel Tenenbaum is Managing Director and Co-Founder of Israel-based Pineapple Ltd. The company specializes in the development of electronic publishing tools, interactive applications and the production of multimedia titles. Pineapple also actively supports newspaper publishers in taking a leading role in the formation of new interactive markets. Mr. Tenenbaum has also led the company to strategic partnerships with Southwestern Bell and other international communications companies. Prior to co-founding Pineapple, Mr. Tenenbaum was involved in trade in the European and Far East markets.

Bruce W. Thurlby

Director, New Product Development—AT&T Interchange Online Network Bruce W. Thurlby is Director of New Product Development, responsible for identifying and acquiring publishing partners for the AT&T Interchange Online Network, and overseeing Interchange Central and all related discussion areas and content. He is also responsible for the formation of relationships with information providers, business providers and private-label services. Prior to joining Interchange, Mr. Thurlby was Manager of Editorial Business and Operations at the Prodigy Services Company. In this role he was responsible for the identification and acquisition of all non-commercial content for the Prodigy service.

Theresa Vickery

Vice President, Marketing—MarketLink

Theresa Vickery is Vice President of Marketing at MarketLink. Prior to that, she was President of Marketing By Design, a marketing consulting firm. She has extensive experience in the areas of database and integrated marketing. She has also been actively involved in catalog, online and television home shopping and has run multimedia marketing efforts at Fingerhut, Dayton Hudson and Deluxe Corp.

Allen Weiner

Principal Analyst/Online Strategies—Dataquest

Allen Weiner is Principal Analyst of Dataquest's Online Strategies Services, which includes consumer and business services and has a focus on electronic commerce on the Internet and other digital superhighways, Prior to

joining Dataquest, Mr. Weiner was a Manager in the Electronic Information Services Department for the San Francisco Chronicle and San Francisco Examiner newspapers. He was involved in every aspect of development for The Gate, an online service introduced in 1994, and he developed and maintained a World Wide Web home page for The Gate on the Internet. He has also served as Editor and Publisher for Virgo Publishing, Inc.'s group of new technology magazines including Interactive World and Newspapers & Voice. Mr. Weiner has worked as a media critic, a reporter, a columnist and as a weekly cable program host. He was also a regular on ABC-TV's Home, covering new video releases.

Simon Whan

Managing Partner—Learning Curve

Simon Whan is Managing Partner of Learning Curve, where he heads up the organization's conference, consulting and publishing units. He has extensive experience in the telecommunications, executive search, event management and management consulting industries. In the telecom industry, Mr. Whan worked for BT marketing online business information services throughout the UK and Europe. He worked as a consultant and partner for a UK firm of headhunters specializing in resourcing sales and marketing management for information technology vendors. He has also designed and managed trade conferences and exhibitions for vendors such as Sun Micro Systems and Apple Computer and worked as a Business Analyst, specializing in information systems.

Earl J. Wilkinson

Executive Director—International Newspaper Marketing Association Earl J. Wilkinson is Executive Director of the International Newspaper Marketing Association (INMA), an 1,100-member organization of newspaper managers based in Dallas. As INMA Executive Director, Mr. Wilkinson has authored booklets on frequency marketing, battling rising newsprint costs and other marketing-oriented topics. Prior to joining INMA in 1991, Mr. Wilkinson served as Editor for the Tyler, TX Morning Telegraph, on the staffs of U.S. Representatives Ralph Hall (D-Texas) and Tom Tauke (R-Iowa), and in Texas and Washington, D.C. political campaigns.

Tommy Williams

NII Product Manager—BellSouth Telecommunications Tommy Williams is BellSouth's Product Manager for N11 Service and Abbreviated Dialing. He is a 25-year veteran of the telecommunications business, having worked at Southern Bell, AT&T and BellSouth.

Jean Gaddy Wilson

Executive Director—New Directions for News

Jean Gaddy Wilson is the Executive Director of New Directions for News (NDN), a journalism research and development institute. NDN was founded in 1987 to benefit the public by increasing the impact, effectiveness, readership and appeal of newspapers. With a \$1 million grant, NDN will explore the implications of emerging information technologies for journalism through 1996. Ms. Wilson speaks frequently about NDN's activities before national and international groups. She also serves on the executive committee of the Council of Presidents, an organization of leaders of the major editorial organization. She was a 1994 Pulitzer Prize Nominating Juror for Journalism and will serve again in 1995.

Lou Zimmers

President—Zimmers Voice Publishing

As President of Zimmers Voice Publishing, Lou Zimmers brings together his 35 years' of experience in three industries: telecommunications, information and audiotex. His company provides more than 90 newspapers with information services such as complete Voice Personals services and communications technologies such as on-site, free-to-caller Audiotex Systems. The latter includes Zimmers' proprietary "Talking Newspaper System" as well as the platforms of others including Perception Technology and Brite Voice Systems. Zimmers' past experience includes more than 20 years with three Bell System companies. He is a frequent speaker at national and regional newspaper conferences.

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